

February 2021

**Information for applicants**  
**Digital Communications Manager**  
**(Senior Associate)**  
**Corporate Communications**  
**Ref: OFW– BC516**

**Ofwat**

## Information for applicants **Digital Communications Manager (Senior Associate) Corporate Communications Ref: OFW–BC516**

### Introduction from Rachel Fletcher, Chief Executive



Water companies support all aspects of life. Safe and reliable water and wastewater services are essential for our day to day lives, our wellbeing, and our natural world.

And as the economic regulator of water and waste water in England and Wales, our role is to enable, incentivise and hold companies to account for providing the very best for customers, society and the environment now and in the future. We also oversee the markets that exist in the water sector to make sure they are working for customers.

To achieve this, we've set ourselves three goals. They are to:

- transform water companies' performance;
- drive water companies to meet long-term challenges through increased collaboration and partnerships; and
- for water companies to provide greater public value, delivering more for customers, society and the environment.

Delivering these goals will help to meet customers' needs: ensure reliable and safe water supplies today with a better environment, affordable bills and a resilient and sustainable future for water.

As we do this, we will be working to fulfil the UK and Welsh Governments' strategic priorities for Ofwat, and UK and Welsh Government policy.

We're ambitious about the future and looking for people who can help us to achieve our goals. Thanks for your interest in joining Ofwat. We look forward to receiving your application.

**Rachel Fletcher**  
**Ofwat Chief Executive**

## About Ofwat and the role

Ofwat (the Water Services Regulation Authority) is the economic regulator of the water and wastewater sector in England and Wales. Our role is to help it build trust and confidence with customers, the environment and wider society. Ofwat has an ambitious new [strategy](#) and as a regulator we are setting ourselves up to achieve and equal the ambition of this new strategy. It matters to us that things on the ground really change so that our impact on customers, the environment and the future of water is tangible and meaningful.

Our work is high-profile and fast-moving, within a dynamic and agile environment. The work that you'll be involved in every day will be about helping us to deliver our strategy, helping to us to be the regulator we want to be and helping the sector to deliver outcomes that matter to customers and society. Our strategy sets out the role Ofwat will play. We will adapt, be confident, act with purpose and integrity and continuously improve so that we make the greatest contribution possible to improving life through water.

## The Regulatory Enablers Cluster

The Regulatory Enablers cluster is a group of cross cutting teams that work across Ofwat to enable our regulatory work, including Communications and Research, Government engagement and investor relations. It also includes our Legal and Governance teams and the Chief Economist's unit.

This role sits within the Communications and Research team. The purpose of this team is:

- To encourage the right conversations: by setting the agenda about how the water sector can improve lives through environmental stewardship, public purpose and company performance
- To build connections and collaboration: by strengthening our influence using a range of tools to encourage people within and outside the sector to work together for to improve lives through water
- To increase our impact by listening directly to customers and using that insight to shape how we communicate, to shape our regulation and our view of the companies' performance.

## Role expectations

This is an exciting position that will allow you to play an important role in improving Ofwat's approach to digital communications, including exploring new technologies and techniques, supporting Ofwat's goal to improve life through water. The successful candidate will bring fresh thinking and manage and improve our digital estate on a day-to-day basis, including the Ofwat website and social media channels.

We are looking for someone with excellent understanding of digital channels and experience in managing a website and related digital services, including analytics, along with a good eye for visuals. A thorough understanding of social media in a corporate context is important, along with experience of developing and delivering digital campaigns.

Ofwat has recently refreshed its brand with the creation of a new corporate identity and tone of voice. You will support the implementation of the brand and associated accessibility requirements across Ofwat and contribute to its development and application.

Ofwat is in the midst of website refresh project, so you will provide day-to-day support on the delivery of the remainder of the project.

You'll develop strong and collaborative working relationships with colleagues across Ofwat and with external suppliers, leading the way in enhancing our digital communication techniques.

## Key deliverables

- Manage the day-to-day website content, layout and functionality, working with teams across Ofwat to publish documents online and update pages.
- Support with the delivery of the refresh of Ofwat's website, which has an agreed phased approach, to time and on budget. This includes working with Ofwat's website agency and Digital Communications colleagues to deliver the refresh of key website sections.
- Manage Ofwat's social media accounts and support our strategic approach to tackling disinformation. Create and deliver high quality social media content and plans for campaigns, announcements and report publication, with key audience groups in mind, including water customers. This also includes paid-for social media advertising.
- Use social media analysis tools and reporting to inform our communications work and to support a wider data-driven approach to digital communications.
- Delivering reporting activities, including digital campaign evaluation, to inform our content across website and social media, with insights for improvement.
- Deliver work using additional digital tools, including email newsletters and other bulk emails.

- Champion the new brand across Ofwat, embed our new narrative and tone of voice across our digital channels and ensure that content meets current accessibility guidelines and incorporates the new branding.
- Build constructive, collaborative relationships with colleagues across Ofwat. Support and advise the Communications team and the wider organisation about digital and social media best practice, keeping ahead of digital and social media trends, implementing effective strategic communications across Ofwat.
- A creative, innovative approach; play a key role in bringing fresh thinking and ideas to help amplify Ofwat’s digital impact.

## Professional requirements

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree level qualification or equivalent professional experience</li> </ul>	
<b>Experience and Knowledge</b>	<ul style="list-style-type: none"> <li>• Developing and writing multi-channel campaigns including social media, website and video content</li> <li>• Co-ordinating and managing digital content contributions from individuals, both within and external to organisations</li> <li>• Ability to horizon scan and identify potential issues and challenges in the external environment and develop appropriate responses</li> <li>• Experience of using digital and social media to achieve set goals/objectives</li> <li>• Managing and creating website content, navigation and architecture</li> <li>• Measuring and reporting the performance of digital campaigns, with insights for improvement</li> <li>• Experience of managing social media content, including social media management tools, such as Orlo or Hootsuite</li> <li>• Creating effective paid-for social media adverts</li> <li>• Able to conduct image research and selection for web and social media</li> <li>• Being creative and have an innovative approach</li> </ul> <p>Digital tools, including:</p> <ul style="list-style-type: none"> <li>• Social media channels, including Twitter, LinkedIn, Facebook, Instagram and YouTube</li> <li>• Using a CMS, preferably WordPress</li> <li>• Google Analytics and social media analytics tools</li> <li>• Knowledge of Microsoft Office Suite (Word, PowerPoint, Excel)</li> </ul>	<ul style="list-style-type: none"> <li>• Has led the development and production of publications and reports</li> <li>• Experience of using social media analysis tools, preferably Pulsar</li> <li>• Website accessibility</li> <li>• PPC and SEO</li> <li>• Adobe Acrobat Pro</li> </ul>
<b>Behaviours</b>	<p>Candidates may be assessed on some of the following behaviours during shortlisting and interview:</p> <ul style="list-style-type: none"> <li>• Seeing the Big Picture</li> </ul>	

	<ul style="list-style-type: none"><li>• Changing and Improving</li><li>• Communicating and Influencing</li><li>• Managing a Quality Service</li></ul>	
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## Terms and conditions of employment

### Contract

This is a permanent appointment.

### Salary

The salary range for Band 3 - £34,528 - £51,627. For this role, external candidates can expect to achieve a starting salary from the bottom of the band up to £44,000, depending on relevant skills and experience required for the post. Salary is paid monthly by credit transfer.

Internal and Civil Service candidates already at this job level would normally maintain their existing salary arrangements as this would be classed as a level transfer. If applying for the role as a promotion, these candidates can typically expect to be appointed on a salary at the bottom of the band or a 10% increase to existing salary, whichever is greater.

### Location

The role will be based in either Birmingham or London. However, it is likely that some travel between offices and throughout the UK will be needed to be effective. However, the majority of employees are currently working from home in line with the government's advice, due to the Covid-19 pandemic.

### Contracted place of work and taxable expenses

Any person who regularly works more than two days a month in both the Birmingham and London offices, irrespective of their contracted place of work, is considered by HMRC to have two permanent workplaces.

The payment of your rail fare, accommodation or subsistence in this situation attracts tax and National Insurance because you are receiving a benefit.

Ofwat meets the cost of the tax and National Insurance by grossing up your expenses and recovering the net amount through your monthly pay package. But the expenses are classed

as taxable earnings, which could impact on any attachment of earnings – for example, student loan repayments, high income child benefit and state benefits.

This means that you will not be required to meet the costs of travel to the office location where you are not based.

For further information on taxable expenses, please email [payroll@ofwat.gov.uk](mailto:payroll@ofwat.gov.uk).

## Hours of work

The successful post holder will be required to work a minimum of 37 hours, excluding lunch breaks. You will be required to work such additional hours as is reasonable and necessary for the efficient performance of your duties

## Probation

There is a probationary period of six months for all new entrants. Subject to satisfactory performance, the post holder will be transferred to permanent establishment at the end of their probation.

## Annual leave

On appointment the post holder will be entitled to 25 days annual leave plus 10½ days' public and privilege holidays a year. Annual leave entitlement will be increased by one day for each year of continuous employment with Ofwat, up to a maximum leave allowance of 30 days.

## Pension

On appointment, you are eligible to join the Civil Service Pension. The Civil Service offers a choice of defined benefit and stakeholder pensions, giving you the flexibility to choose the pension that suits you best. We offer you a choice of two types of pension.

**Alpha:** alpha is an occupational pension scheme and provides a defined benefit worked out on a Career Average basis.

From 1 April 2020, member contributions are based on actual salaries.

From 1 April 2020, employee contributions are:

Actual pensionable salary (annual)	All members
Up to and including £22,600	4.60%
£22,601 to £54,900	5.45%

£54,901 to £150,000	7.35%
£150,001 and above	8.05%

From 1 April 2020, employer contributions are:

Revised Salary Band (£)	ASLC rate from 1 April 2020
23,000 and under	26.6%
23,001 to 45,500	27.1%
45,501 to 77,000	27.9%
77,001 and over	30.3%

**Partnership:** this is a stakeholder pension with a contribution from Ofwat. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings.

Employer age-related contributions are:

Age at the last 6 April	Percentage of your pensionable earnings
Under 31	8%
31 to 35	9%
36 to 40	11%
41 to 45	13.5%
46 or over	14.75%

To learn more about the Civil Service Pension schemes, please follow the link <http://www.civilservicepensionscheme.org.uk/>

## Ofwat benefits

We also offer a range of additional benefits. These include:

- access to our package of benefits via our ‘Edenred’ scheme. This is a voluntary benefits scheme where staff have access to exclusive discounts on a range of goods and services such as retail outlets, theatre tickets, holidays, insurance and gym membership;
- cycle-to-work scheme;
- season ticket loan for travel between home and office;
- flexible working arrangements;
- fees paid for membership of relevant professional bodies;
- regular professional development;
- health and wellbeing initiatives; and



- free eye tests and contribution towards lenses/spectacles for VDU users, if appropriate

Any move to Ofwat from another employer will mean you can no longer access childcare vouchers. This includes moves between government departments. You may however be eligible for other government schemes, including Tax-Free Childcare. Determine your eligibility at <https://www.childcarechoices.gov.uk/>.

## Further information

### Security clearance

Any offer of appointment will be subject to satisfactory completion of security and pre-employment checks. Further information about the security checking procedure is available on request.

### Nationality and immigration control

This post is open to nationals of states within the British Commonwealth and the European Economic Area (EEA) and certain members of their families. There must be no employment restriction or time limit on your permitted stay in the UK.

If you would like further information on Nationality and Immigration Control, please email us at [people@ofwat.gov.uk](mailto:people@ofwat.gov.uk).

### Stocks or shares

Because of the nature of the information you will come into contact with and the need to be wholly independent of the water sector in England and Wales, you and your family (including your spouse or civil partner and any children or step-children under the age of 18 who still live at home, or any other member of your household) will be precluded from owning, purchasing or dealing in the shares of the water companies and their holding companies.

## How to apply

Applications should include a:

- curriculum vitae (**CV**);
- **covering letter** or supporting statement that outlines the contribution you can make to Ofwat, including how you feel you meet our professional requirements and demonstrate behaviours outlined in our competency framework;
- completed **CV supplement form**; and
- **completed diversity monitoring form**. This form is not mandatory.

Please email your CV and supporting documents to [recruitment@ofwat.gov.uk](mailto:recruitment@ofwat.gov.uk) by the closing date.

If you are unable to make an electronic application, you may submit your application on paper. Please contact us to find out how.

## Selection timetable

Closing date	23 February 2021 @ 5pm
Sifting	24 February 2021
Interview date(s)	4-5 March 2021

Please note that during the Covid-19 pandemic interviews will be conducted via video conferencing software such as BlueJeans, Skype or Microsoft Teams.

It is expected that the interview process for this vacancy will include a short presentation and/or assessment. Further details will be provided to shortlisted candidates upon invitation to interview. It may be necessary for a second stage interview, which will be communicated to the successful candidates, if required.

If you have any queries about any aspect of this role, selection process, or you require any reasonable adjustments please email [recruitment@ofwat.gov.uk](mailto:recruitment@ofwat.gov.uk)

## Expenses

We will refund travelling costs at the rate of standard rail fare for the journey or motor mileage rates (cars: 25p per mile).

Please note that proof of purchase will be required for all public transport expenses.

We cannot refund expenses for travel into the UK. If you have to stay overnight, please contact [recruitment@ofwat.gov.uk](mailto:recruitment@ofwat.gov.uk) for further details.

## Data protection

We will use your application only to inform the selection process. If you are successful it will form the basis of your personal employee record with us and we will store it electronically within our SharePoint Electronic Document Management System (EDRMS) and our HR system iTrent. Unsuccessful applications are not retained and will be destroyed using Ofwat's secure disposal methods. If you have indicated that you would like Ofwat to retain your information for future similar employment opportunities we will retain this information. If at any point you decide you do not wish Ofwat to retain your information for these purposes please contact us and we will ensure your information is removed from our systems, unless we are legally obliged to hold it for a further period.

We will hold any data about you in completely secure conditions and with restricted access. Information in statistical form on present and former employees in some instances is provided to appropriate outside bodies. Wherever possible Ofwat ensures that statistical information is anonymised.

We will include data that you provide on the diversity monitoring form in a general database for statistical monitoring purposes only. This enables us to monitor the effectiveness of our policy on equal opportunities in employment.

Ofwat processes all the personal data you have provided during your application as set out in Ofwat's privacy policy which is available here: <https://www.ofwat.gov.uk/publication/privacy-policy/>. If you have any concerns regarding the processing of some or all of your data please inform the People Hub in writing to [people@ofwat.gsi.gov.uk](mailto:people@ofwat.gsi.gov.uk) and/or the Data Protection Officer by emailing [FOI@ofwat.gsi.gov.uk](mailto:FOI@ofwat.gsi.gov.uk).

## Diversity

Ofwat aims to be an equal opportunities employer. We intend to make sure that there is equality of opportunity and fair treatment for all irrespective of:

- age;
- disability;
- gender reassignment;
- marriage and civil partnership status;
- pregnancy and maternity;
- race, religion or belief; or
- sex or sexual orientation.

We would like to assure you that we will treat the information you provide on the diversity monitoring form in the strictest confidence and only use it to help us monitor appropriate equal opportunities policies. This information plays no part in our selection process.

## Investors in People (IIP)

Ofwat has IIP accreditation which reflects good management practices throughout our organisation, including in business planning, individual objective setting, learning and development opportunities, as well as continuous constructive feedback through our delivery and development conversations approach to performance management.

## Complaints procedure

The process of recruitment and assessment embraces the principles of fair and open competition and best practice. The first is to maintain the principle of selection for appointment to the Civil Service on merit on the basis of fair and open competition as outlined in the [Civil Service Recruitment Principles](#). The second is to promote an understanding of the [Civil Service Code](#) which sets out the constitutional framework in which all civil servants work and the values they are expected to uphold, and to hear and determine appeals made under it.

If you feel your application has not been treated in accordance with the recruitment principles and you wish to make a complaint, you should contact Sarah Lal, Head of HR, Corporate Enablers (People), Ofwat, Centre City Tower, 7 Hill Street, Birmingham, B5 4UA in the first instance. If you are not satisfied with the response you receive from us you can contact the Civil Service Commission at [info@csc.gov.uk](mailto:info@csc.gov.uk).



**Ofwat (The Water Services Regulation Authority)  
is a non-ministerial government department.  
We regulate the water sector in England and Wales.**

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